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Item: Riots disrupt city -- looting
is widespread -- 450 arrested.

Item: Professor assails "disease of
the cities" -- sees Welfare State as
symptom of decline.

Item: War in Middle East ends --
negotiations with Arab leader set.

September 1968

Dear Reader:

The news items above could be from your morning newspaper. They are not. They're from the Autumn issue of HORIZON Magazine.

The riots took place in London in 1780.
By June 7, the city was a sea of flames,
prisons were broken open, and at least
285 rioters were dead.

The Professor is Giovanni Battista Vico,
who taught rhetoric at the University of
Naples in the early 18th century.

And the war was one of many waged in the
Middle Ages to win the Holy Land for
Christendom. It ended when Frederick II,
on a Crusade in 1228, settled the terms
of a ten-year truce with Sultan al-Kamil.

HORIZON's beat, as you see, is wide. Its aim is to
show you your own civilization from the perspective of his-
tory. And unlike your morning paper, the magazine is filled

with an exceptionally large collection of full-color illustrations.

If HORIZON sounds like the kind of magazine you might enjoy, this letter could be noteworthy. Right now -- and for the next few weeks -- we are making a special introductory offer.

When you subscribe to HORIZON for the next year at the introductory price of \$12.95 (regular subscription price \$16), we shall send you a free copy of The HORIZON Book of Ancient Greece. This large 416-page volume sells at retail for \$18.95. More about this book later.

I think you'll agree the bargain is worth considering. But consider too for a moment the pleasure of having HORIZON's company for the next year.

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These are some of the reasons that more than 160,000 people subscribe to HORIZON. And there are others. Mostly the excitement and interest of articles by outstanding authors and scholars -- Arnold J. Toynbee, Arthur Koestler, Phyllis McGinley, Edmund Stillman, Nancy Mitford, William H. Whyte

If you decide to try HORIZON now, the Autumn issue will be the first of your subscription. In addition to the items mentioned at the beginning of this letter, you will find articles like:

How Do I Know You Mean What You Mean?

If a man thinks in one language, he thinks one way; in another language, another way. That is the fascinating theory advanced by Benjamin Lee Whorf three decades ago, when he studied the language of the Hopi Indians. Peter Farb, an expert on North American anthropology, discusses how language molds our thinking, with examples from varying lands and cultures.

Gaudi

The great outsider of modern architecture is back in favor. Was he simply an inspired freak, or was he the father of an organic, emotional style that is just coming into its own? Roy McMullen presents the pros and cons of Gaudi's unique, bizarre style. Including a series of photographs taken especially for HORIZON in Spain.

Sir Isaac Newton

"Newton is, beyond dispute, the greatest scientist who ever lived, the only one of whom it can be said: had he not lived, the course of science might have been radically altered." So writes author Walter Karp in his engrossing study. He analyzes the somber man's complex personality and gives a graphic explanation of Newton's contribution to the science of our own world.

The Hidden Art of the High Himalaya

Madanjeet Singh, a long-time student of Asian art and a member of India's diplomatic corps, examines the magical paintings in which mountain demons and Hindu deities merge with the Buddhist vision. Accompanying the article is a portfolio of paintings never before seen outside the Himalayan temple-fortresses in which they were painted.

Napoleon Slept Here

Author John Kobler retraces the route Napoleon took from Golfe-Juan to Paris after the escape from Elba in 1815. In so doing, he sheds a good deal of light on both the 19th-century Emperor and the 20th-century Frenchman.

And that's only a portion of the reading and viewing pleasure you'll find in one issue of HORIZON -- your first, if you return the enclosed card promptly. Altogether there are more than 14 articles in every issue.

* * *

As we promised earlier, you will receive with your introductory HORIZON subscription, a copy of The HORIZON Book of Ancient Greece, free. The retail price is \$18.95.

This single volume shows you the full 1,500-year panorama of Greek civilization, from its origins in the fabled eras of Minoan Crete and the Trojan Wars, through

its magnificent climax in Periclean Athens, to its lasting legacy today.

The book measures $9\frac{1}{4}$ by $12\frac{1}{4}$ inches, and is illustrated with more than 360 pictures, about a fourth in color. The author and editor is William Harlan Hale, biographer, historian, and former editor of The Reporter Magazine.

Ancient Greece has been widely and enthusiastically received by reviewers. The following comment from the Chicago Tribune is typical of many: "A sumptuous book, in which Grecian history, art, great writings about Greece, and outstanding photographs combine to give a rounded picture of Hellenic civilization at its peak."

* * *

HORIZON regularly costs \$5 a copy, \$16 a year. Right now, however, you may receive a subscription for the next year (four quarterly issues) for just \$12.95 -- including, of course, your free copy of The HORIZON Book of Ancient Greece. To subscribe:

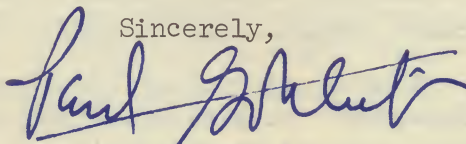
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Sincerely,



Paul Gottlieb
Publisher

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